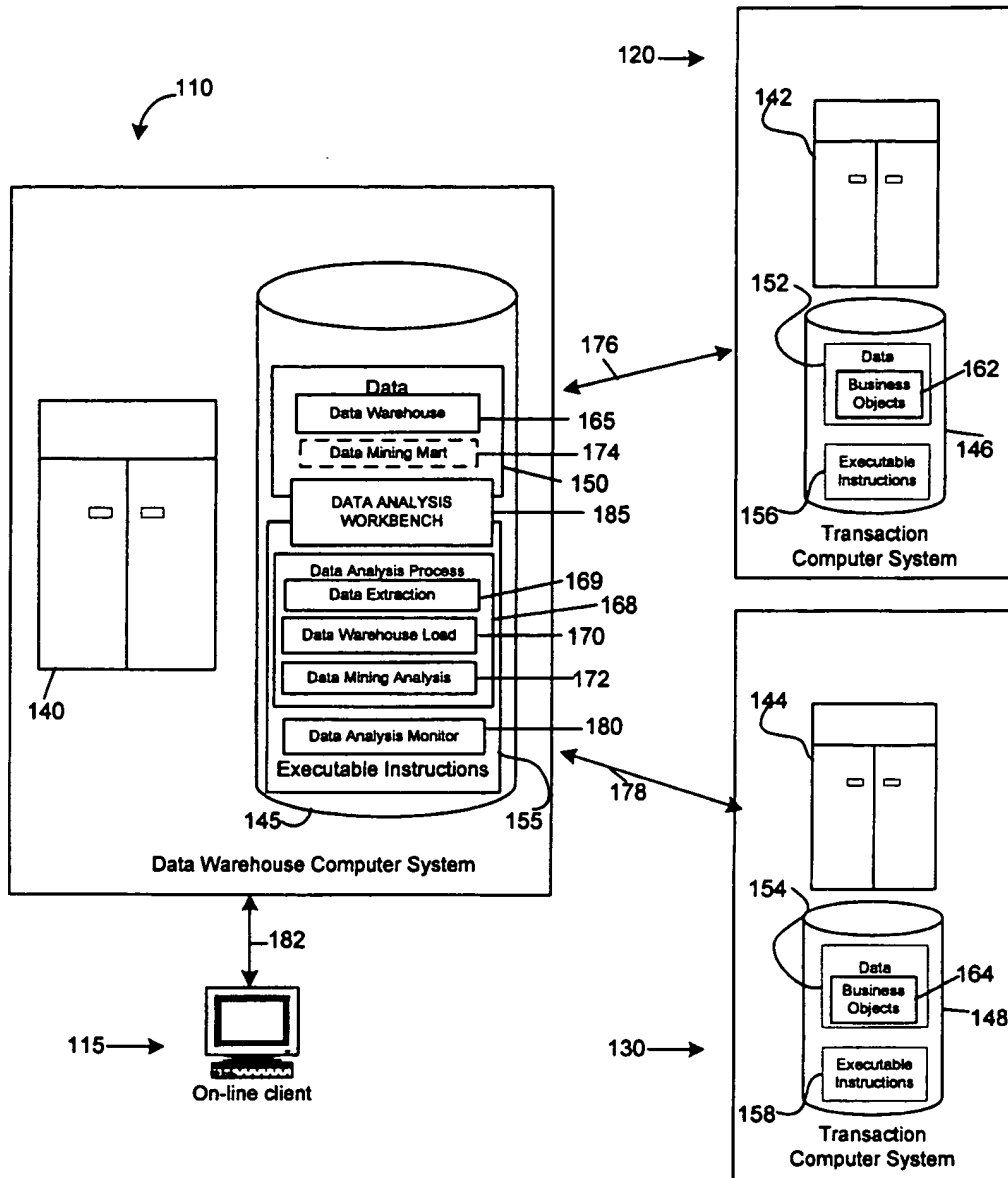


**100**



**FIG. 1**

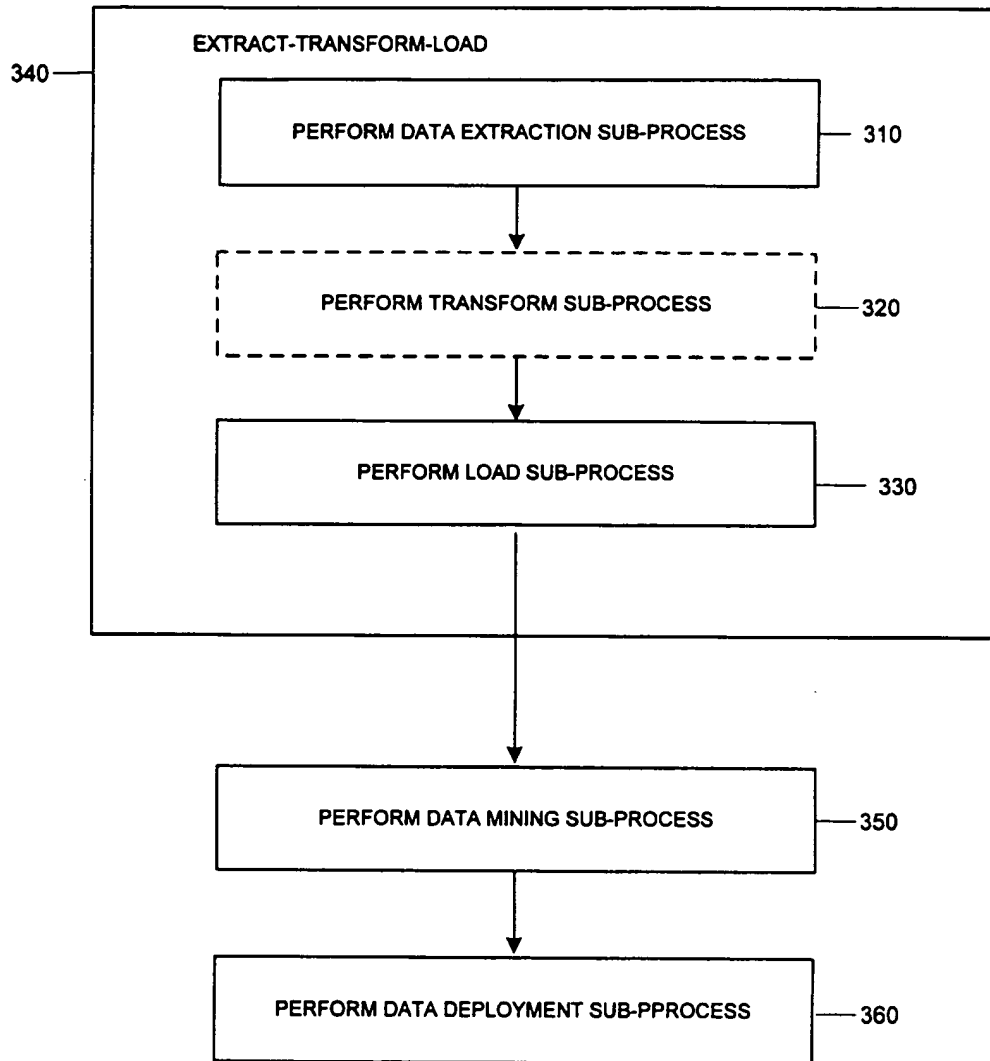
**200**

The diagram shows a table with seven columns and four rows. Arrows labeled 210 through 216 point to the column headers: 210 to Customer Number, 211 to Age, 212 to First Purchase, 213 to Most Recent Purchase, 214 to Region, 215 to Income Level, and 216 to Likelihood of Churn. On the right side, arrows labeled 220 through 223 point to the rows: 220 to the first row, 221 to the second row, 222 to the third row, and 223 to the fourth row.

Customer Number	Age	First Purchase	Most Recent Purchase	Region	Income Level	Likelihood of Churn
2002-0345	25	01-2002	01-2002	NE	1	80%
1999-8754	45	06-1999	06-2001	SW	2	60%
1997-9575	31	07-1997	07-2003	NE	5	40%
1986-8884	60	09-1986	09-2002	SW	7	20%

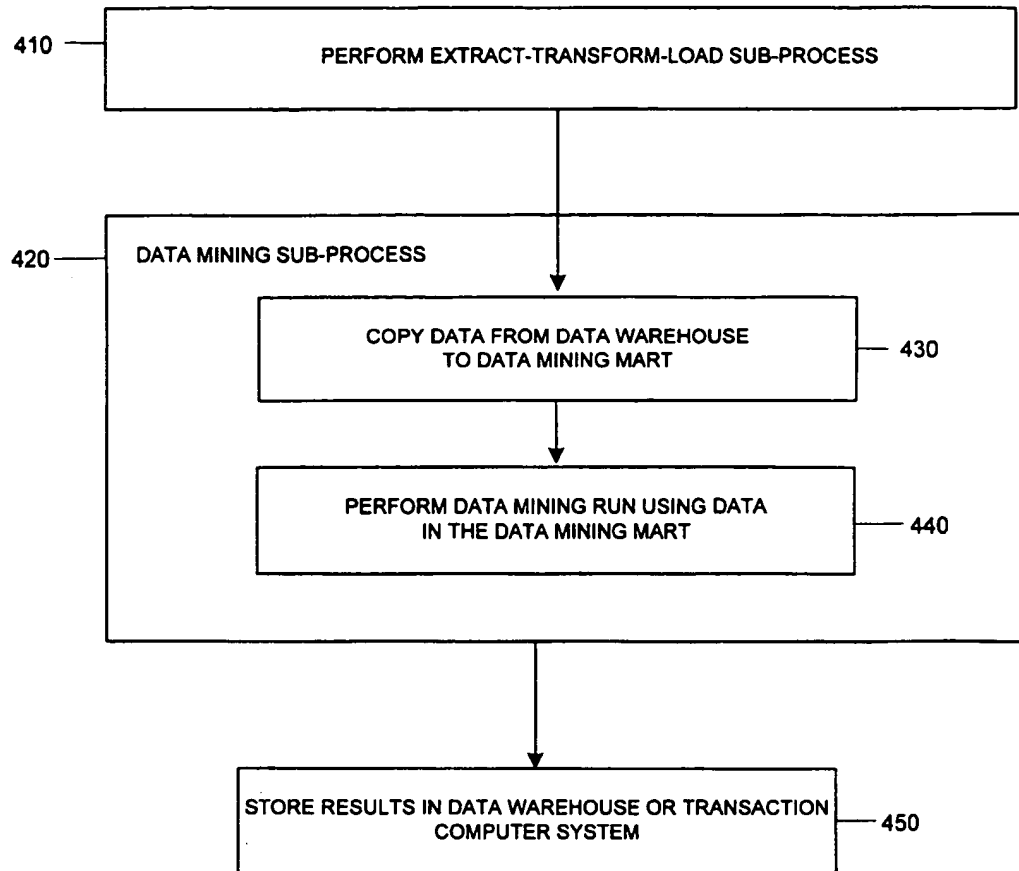
**FIG. 2**

**300**

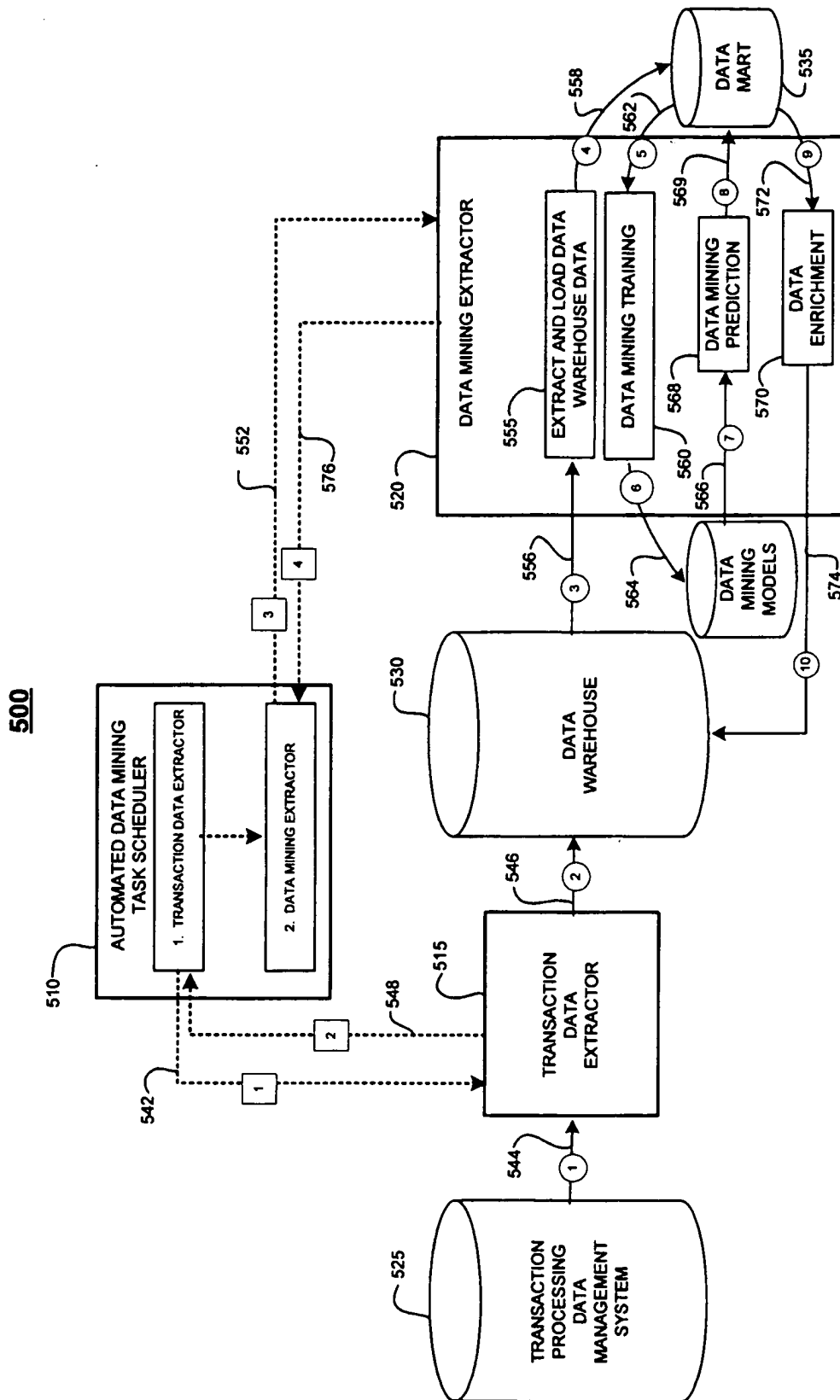


**FIG. 3**

**400**

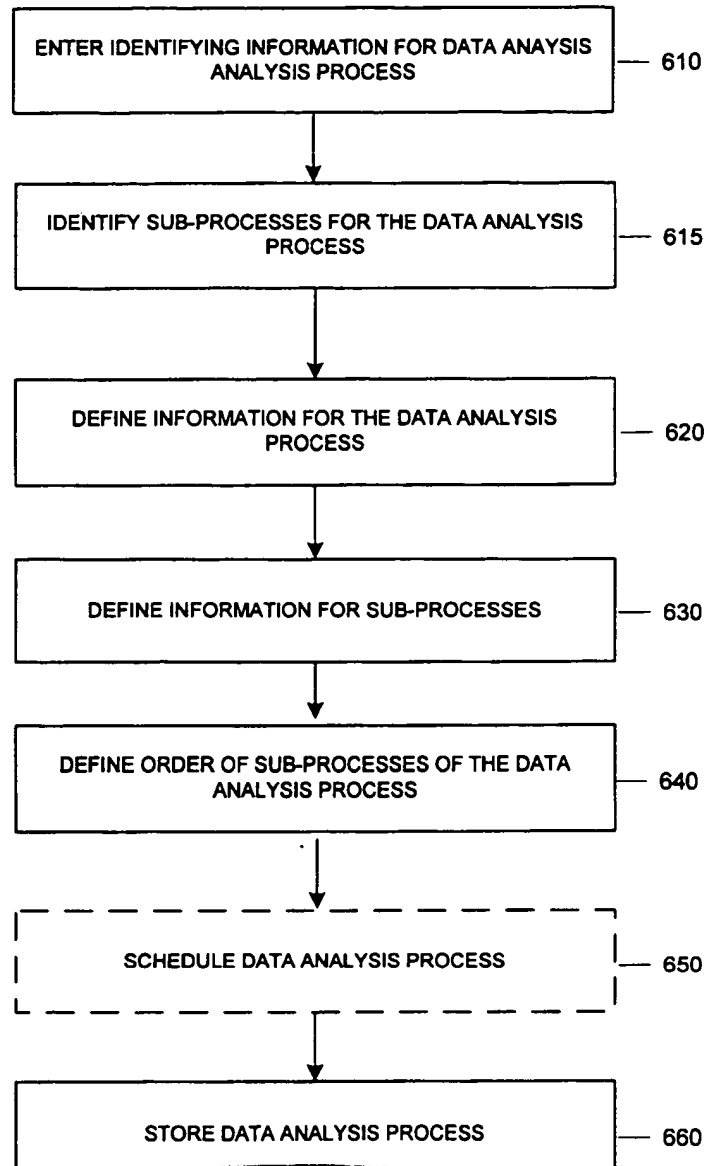


**FIG. 4**

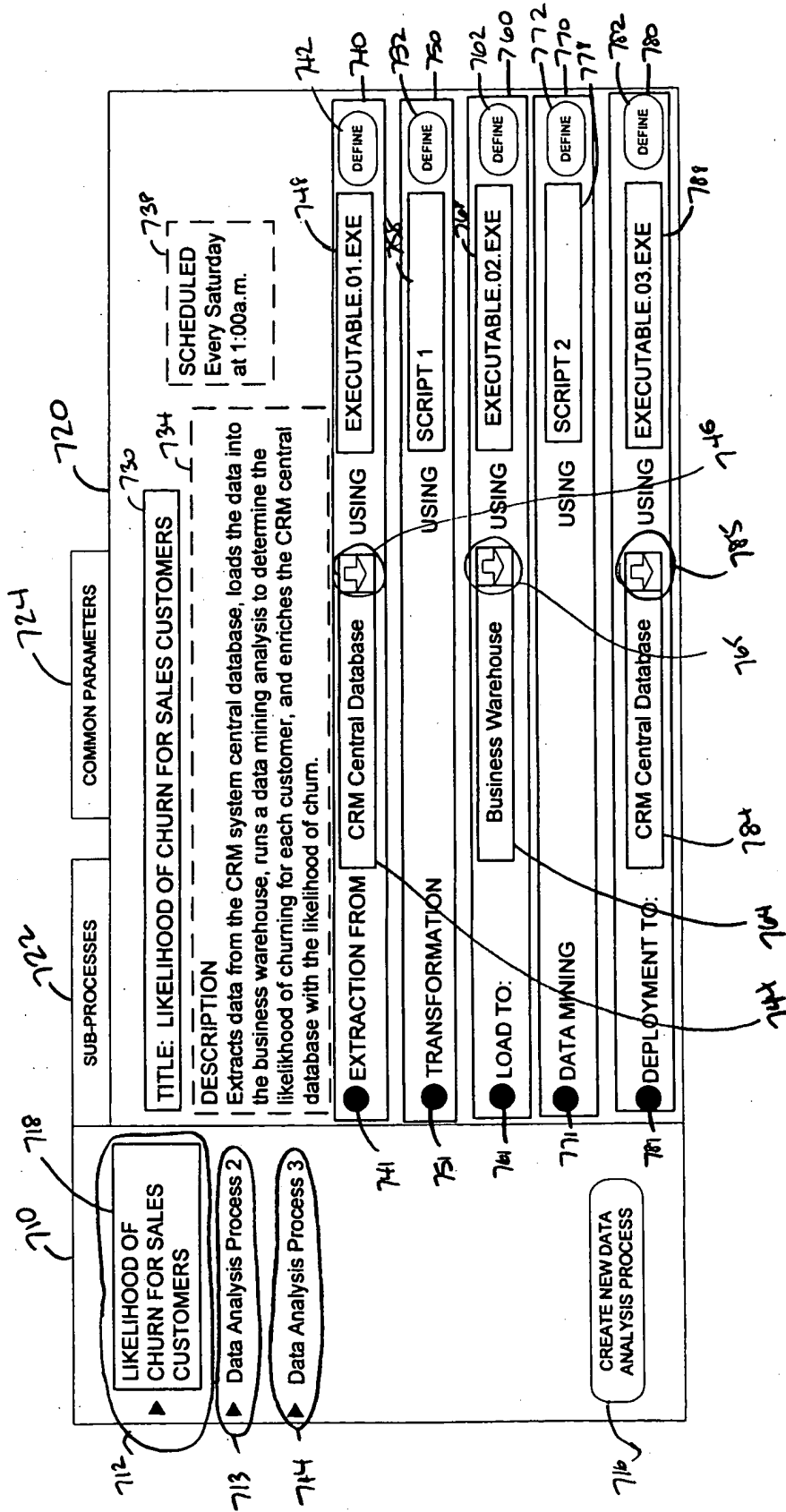


**FIG. 5**

**600**



**700**



800

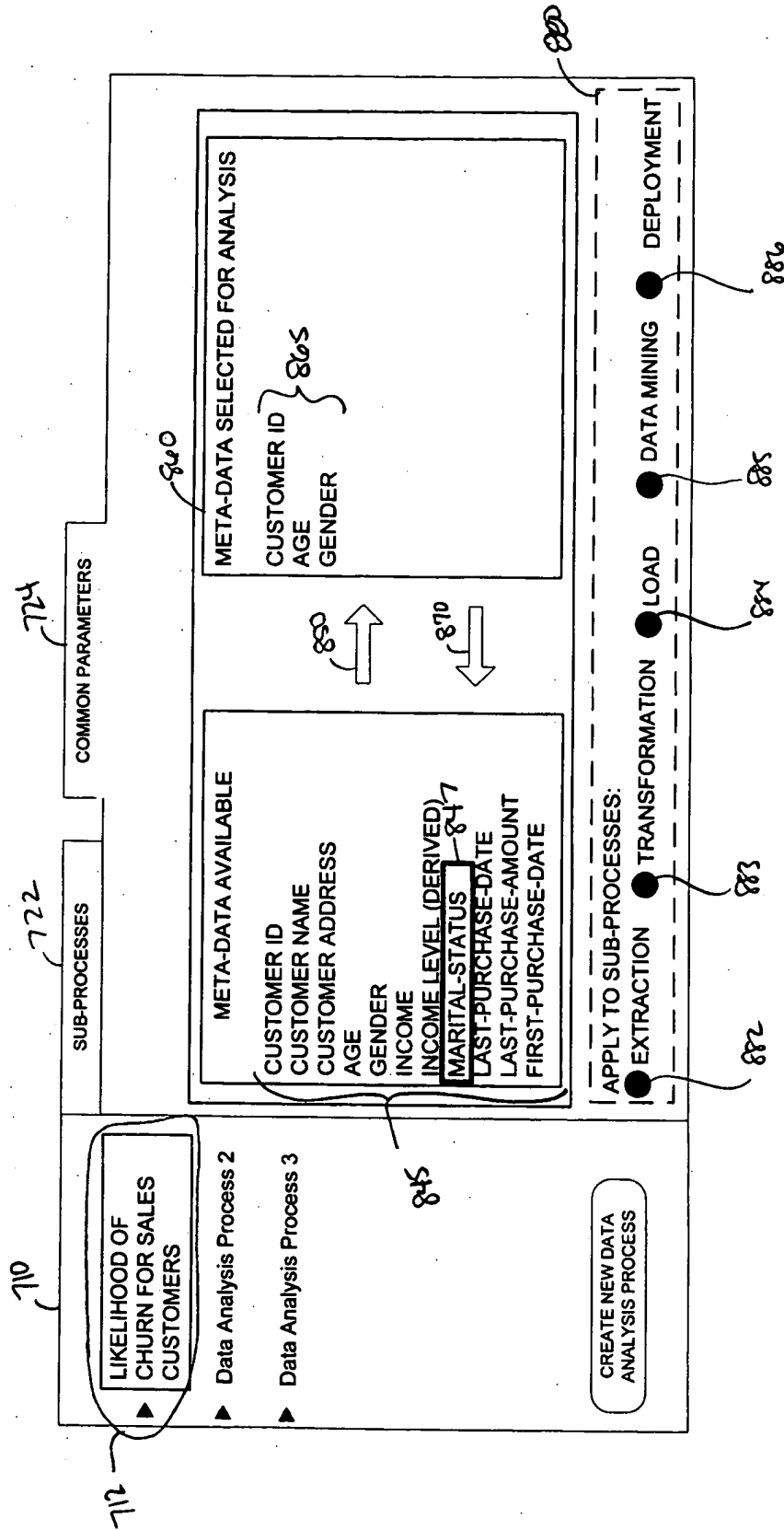


FIG. 8



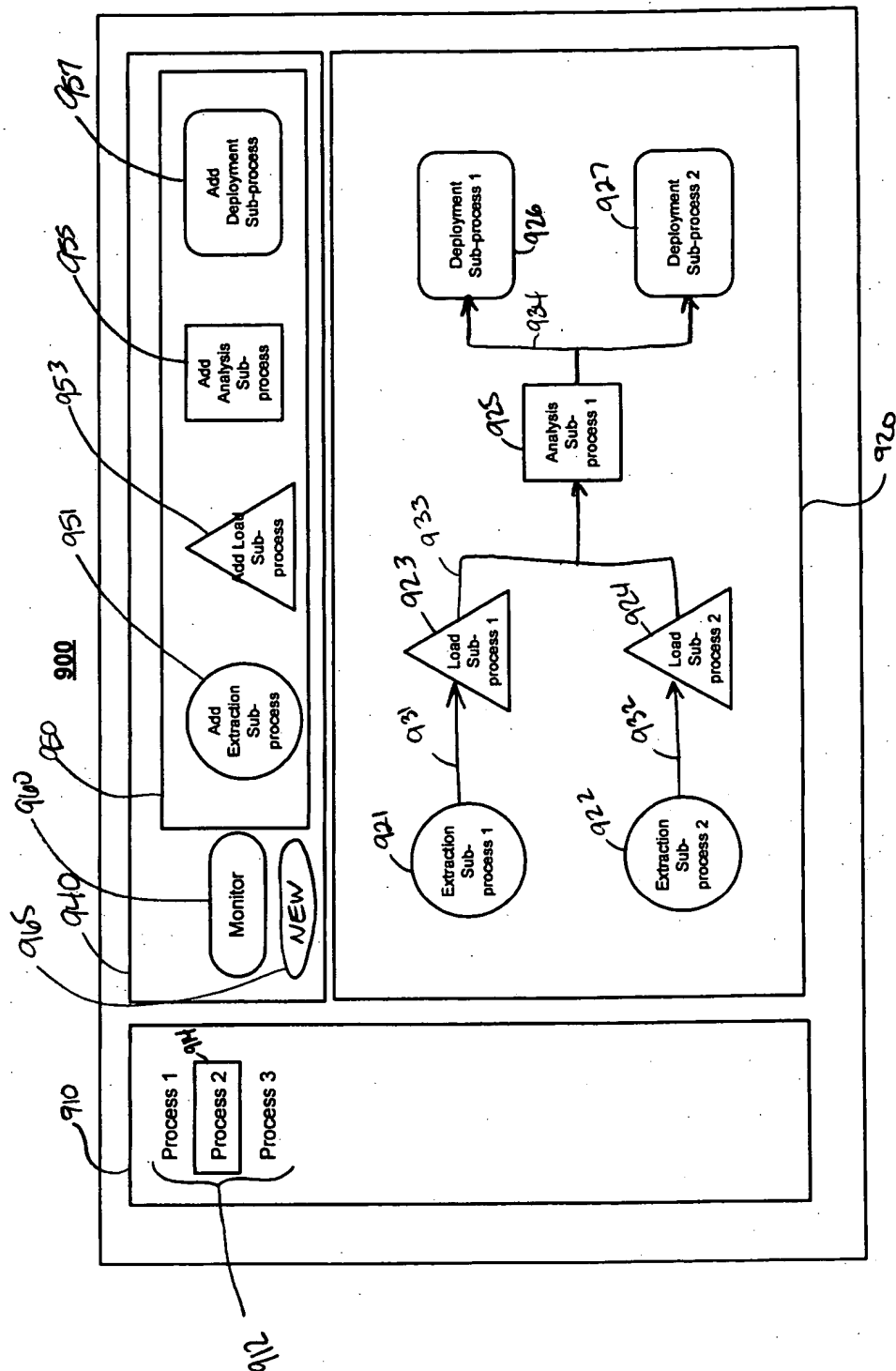


FIG. 9